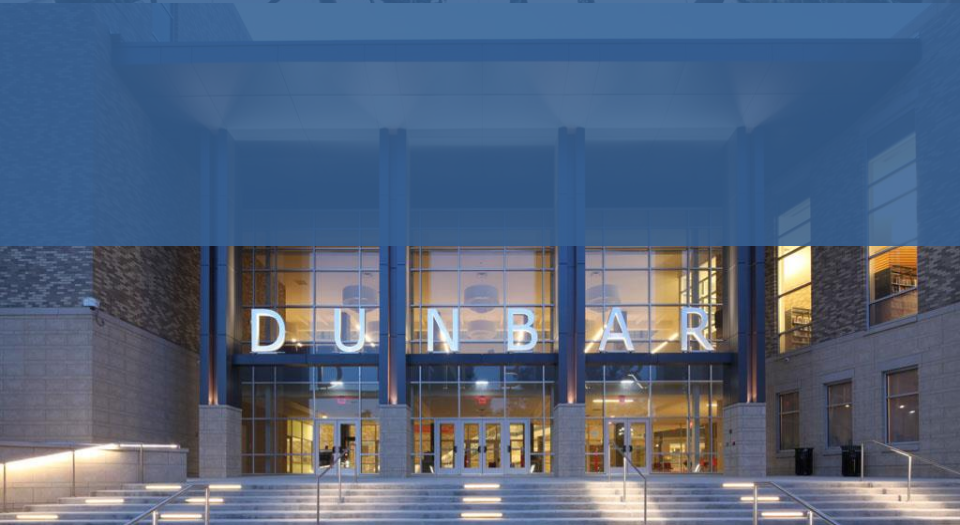


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Contracting and Procurement Division Information Session 2

Request for Proposal
November 5, 2015



Contracting and Procurement Division Information Session Number 2

Types of Solicitation Documents

(1) those used for **BIDDING**, where selection is made primarily on price;
(Information Session 1)

(2) those used to request **PROPOSALS**, where selection is made on factors
other than price
(Information Session 2);

(3) those used to ask for **QUALIFICATIONS**.
(Information Session 3)

Request for Proposal (RFP)

Definition:

The solicitation used to initiate a procurement conducted by competitive negotiation or competitive sealed proposals is known as a “Request for Proposal” (RFP).

Procedure:

- RFP is used for procurements over \$100,000 when the use of competitive sealed bidding (IFB) is not practicable or not advantageous to the District.
- RFPs require advertisement on the DGS web site.
- Selection is based on evaluation criteria appropriate to the particular procurement and described in the RFP. Typical evaluation criteria includes the offeror’s technical approach, past performance, key personnel, and price.

RFP

RFPs shall include:

- A description of the goods, services, or scope of construction work sought, including quantity or estimated quantity;
- The contract delivery schedule, including any permitted variations in the delivery schedule;
- A description of any special qualification requirements the contractor must satisfy;
- Evaluation criteria and their relative importance.

RFP

- Instructions for submitting proposals including:
 - The deadline for proposal submission;
 - The method(s) for submitting proposals;
 - The information to be provided in the proposal, including any requirements for past performance information or for subcontracting plans;
 - Any representations or certifications the offeror must submit;
- The period during which proposals must remain open for acceptance; and
- The anticipated contract terms and conditions and the extent to which they are negotiable.

RFP Key Sections

- **SECTION B – STATEMENT/SCOPE OF WORK (SOW)**

The Statement/Scope of Work (SOW) defines the work activities, deliverables, and timeline the Department expects all perspective Contractors to execute in performance of the specified work. The SOW includes all detailed requirements.

- **SECTION E CONTRACT AWARD – BASIS FOR AWARD:**

Provides the evaluation criteria and their relative importance. The Department will make an award or awards to the qualified Offeror(s) whose proposal is most advantageous to the District based solely on the evaluation factors contained in the RFP.

RFP Key Sections

- **SECTION F PROPOSAL FORM AND ORGANIZATION & SUBMISSION:**
This section outlines specific information to be submitted for each of the evaluation factors.
- **OFFER LETTER/BID FORM:**
Offerors should pay careful attention to the Offer Letter Bid Form instructions.

RFP vs. IFB

Procurement Method	Use When	Advantages	Disadvantages
IFB	<p>Lots of competition exists.</p> <p>Selection can be made on the basis of lowest evaluated price.</p>	<p>Award process is simpler.</p> <p>Award is made to the lowest responsive, responsible bidder with the lowest evaluated price.</p>	<p>Defined specifications may be difficult to develop.</p> <p>Does not encourage innovative solutions.</p>
RFP	<p>When factors other than price are evaluated.</p> <p>When negotiations are desired.</p> <p>Vendor is expected to provide innovative ideas.</p>	<p>Allows factors other than price to be considered.</p> <p>Allows for customized proposals</p> <p>Allows for negotiations</p>	<p>Lead times for procurement are much greater.</p> <p>Evaluations are more complex and subjective.</p>

RFP

Best Practices for Responding to RFPs

1. Begin proposal preparation sooner rather than later
2. Conduct due diligence obtain knowledge and information about what is being procured and demonstrate this knowledge in the proposal
3. Emphasize the value and benefits of choosing your proposal
4. Respond to proposal instructions completely and ensure that your strengths are highlighted for each evaluation criteria

RFP

Best Practices for Responding to RFPs

5. Respond in the requested format; Mirror the RFP's structure in your response
6. Ensure that you understand the RFP, especially the Scope of Work, evaluation criteria, and proposal instructions; ask questions
7. Customize your proposal for each RFP
8. Be enthusiastic, ensure your proposal is interesting and responsive

RFP

Pitfalls to Avoid

1. Disclaimers stating that the information and/or pricing contained in the response is not binding.
2. Ignoring the Terms and Conditions in the RFP
3. Death by Boilerplate.
4. Ignoring instructions ("Forget your format; I'll use mine").
5. Answering questions with "To be provided upon award."
6. Not addressing the selection criteria.
7. Making assumptions rather than asking questions.
8. Submitting the proposal late.

QUESTIONS & ANSWERS

Contracting and Procurement Division

Upcoming Sessions

Request for Quote
Request for Qualification

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